Transportation and Marketing

POPULATION TOTAL	1990 CENSUS	2000 CENSUS	2003 ESTIMATED	2008 PROJECTED
DELAWARE	666,168	783,600	815,222	867,953
MEDIAN AGE (YRS)		36.0	36.9	38.1
WILMINGTON, DE	513,293	586,216	606,000	639,246
MEDIAN AGE (YRS)		35.1	36.0	37.2
HISPANICS (ANY RACE)		27,599	30,515	35,594
STATE'S PERCENTAGE		4.71%	5.04%	5.57%
POPULATION BY RACE		2000 CENSUS	2003 ESTIMATED	2008 PROJECTED
WHITE		446,082	455,970	473,682
MSA'S PERCENTAGE		76.10	77.78	80.80
MEDIAN AGE (YRS)		36.9	37.9	39.4
BLACK/AFRICAN-AMERICAN		104,528	111,258	121,094
MSA'S PERCENTAGE		17.83	18.98	20.66
MEDIAN AGE (YRS)		30.5	31.3	32.6
AMERICAN INDIAN/NATIVE		1,259	1,391	1,613
MSA'S PERCENTAGE		0.21	0.24	0.28
MEDIAN AGE (YRS)		33.0	33.2	33.0
ASIAN		13,543	14,882	17,098
MSA'S PERCENTAGE		2.31	2.54	2.92
MEDIAN AGE (YRS)		32.0	32.8	35.2
HAWAII/PACIFIC ISLANDER		190	220	262
MSA'S PERCENTAGE		0.03	0.04	0.04
MEDIAN AGE (YRS)		26.0	26.4	25.8
OTHER		11,517	12,617	14,613
MSA'S PERCENTAGE		1.96	2.15	2.49
MEDIAN AGE (YRS)		23.7	24.4	25.2
POPULATION BY LOCALITY			2003 ESTIMATED	2008 PROJECTED
URBAN SUBURBAN RURAL			68,277 502,646 35,077	69,484 530,523 39,239

SOURCES: USDA AND CLARITAS INC. © 2004.

Marketing Services Branch

Transportation and Marketing

INCOME	2003 ESTIMATED	2008 PROJECTED	
HOUSEHOLD MEDIAN	\$58,602		
PER CAPITA	\$27,782		
EXPENDITURES	2003 ESTIMATED	2008 PROJECTED	% CHANGE
TOTAL EXPENDITURES	\$10,800,109,000	\$13,912,913,000	28.82%
FOOD AT HOME TOTAL	\$1,181,013,300	\$1,382,080,000	17.02%
FOOD AWAY FROM HOME TOTAL	\$1,188,220,300	\$1,501,938,600	26.40%
FOOD AS % OF TOTAL EXPENDITURES	21.94%	20.73%	
FOOD AT HOME	2003 ESTIMATED	2008 PROJECTED	% CHANGE
MEATS (ALL TYPES)	\$245,696,300	\$290,682,100	18.31%
FISH & SEAFOOD PRODUCTS	\$29,966,800	\$34,632,300	15.57%
FRUITS & VEGETABLES	\$140,976,400	\$162,168,900	15.03%
DAIRY PRODUCTS	\$127,301,900	\$147,937,700	16.21%
BAKERY PRODUCTS	\$130,254,300	\$147,669,700	13.37%
CEREALS & PRODUCTS	\$62,690,600	\$75,212,300	19.97%
PREPARED FOODS	\$180,757,100	\$213,251,000	17.98%
JUICES	\$37,483,100	\$43,506,500	16.07%
FOOD AWAY FROM HOME	2003 ESTIMATED	2008 PROJECTED	% CHANGE
BREAKFAST & BRUNCH FAST FOOD FULL SERVICE	\$77,551,200 \$35,969,500 \$41,581,700	\$108,524,900 \$48,900,200 \$59,624,700	39.94% 35.95% 43.39%
LUNCH FAST FOOD FULL SERVICE	\$277,368,400 \$168,368,600 \$108,999,700	\$349,415,100 \$206,978,100 \$142,437,000	25.98% 22.93% 30.68%
DINNER FAST FOOD FULL SERVICE	\$440,783,300 \$159,759,800 \$281,023,500	\$567,417,200 \$197,550,700 \$369,866,500	28.73% 23.65% 31.61%

SOURCES: USDA AND CLARITAS INC. © 2004.

Marketing Services Branch

Transportation and Marketing

FOOD AT HOME EXPENDITURES	2003 ESTIMATED	2008 PROJECTED	% CHANGE
MEATS			
MEATS (ALL TYPES)	\$1,072	\$1,187	10.73%
POULTRY	\$350	\$390	11.43%
EGGS	\$54	\$58	7.41%
FISH & SEAFOOD			
FRESH	\$82	\$87	6.10%
FROZEN	\$30	\$35	16.67%
CANNED	\$19	\$19	0.00%
FRUITS / VEGETABLES			
FRESH	\$429	\$466	8.62%
CANNED	\$86	\$96	11.63%
FROZEN	\$74	\$76	2.70%
OTHER	\$26	\$25	-3.85%
DAIRY PRODUCTS			
FRESH MILK & CREAM	\$161	\$172	6.83%
CHEESE	\$151	\$157	3.97%
ICE CREAM	\$95	\$103	8.42%
BUTTER / MARGARINE	\$41	\$50	21.95%
BAKERY PRODUCTS			
BREAD & PRODUCTS	\$444	\$473	6.53%
COOKIES	\$82	\$86	4.88%
CRACKERS	\$42	\$44	4.76%
CEREALS & PRODUCTS			
CEREALS	\$144	\$154	6.94%
PASTA PRODUCTS	\$50	\$59	18.00%
FLOUR & MIXES	\$38	\$46	21.05%
RICE	\$40	\$49	22.50%
PREPARED FOODS			
SNACKS/CHIPS	\$131	\$151	15.27%
JUICES	\$163	\$178	9.20%
FROZEN/PREP. OTHER	\$108	\$125	15.74%
SOUPS	\$64	\$74	15.63%
SAUCES & GRAVIES	\$61	\$61	0.00%
BABY FOOD	\$48	\$53	10.42%
FROZEN MEALS	\$51	\$57	11.76%
NUTS	\$31	\$33	6.45%
SALADS	\$30	\$35	16.67%

SOURCES: USDA AND CLARITAS INC. © 2004.

Marketing Services Branch